

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for advertising comprising the steps of:

delivering, from a server at a first time, a first electronic document including an a first and second instance of an electronic advertisement, the first instance being in a compactedcompact display format and including an associated expansion icon, the second instance being an expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option, wherein the electronic advertisement is initially displayed to a user in the compact display format and can be transitioned from the ~~compactedcompact~~ display format into ~~an~~the expanded display format upon a first user selection of ~~thean~~ expansion icon associated with the first instance of the electronic advertisement, ~~the expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option;~~

receiving, at the server, a second user selection of one of the one or more menu options after the electronic advertisement has been transitioned from the compact display format tointo the expanded display format in the first electronic document; and

delivering, from the server at a second later time, a second electronic document including content from the referenced network location associated with the menu option selected and including the electronic advertisement, wherein the electronic advertisement displayed with the second electronic document to the user is initially displayed in the expanded display format.

2. (Currently Amended) The computer-implemented method of claim 1, wherein one of the menu options includes a home menu option and further comprising:

receiving a selection of the home menu option; and

delivering the first electronic document including the electronic advertisement and enabling display to the user of the first electronic document in the ~~compact~~ expanded display format.

3. (Previously Presented) The computer-implemented method of claim 1, wherein the electronic advertisement comprises a morphing electronic advertisement that includes instructions for interpreting user actions to enable an end user system to display the compact display format and the expanded display format.
4. (Previously Presented) The computer-implemented method of claim 1, wherein the first and second electronic document comprise web pages.
5. (Previously Presented) The computer-implemented method of claim 4, wherein the network locations specified in reference to the one or more menu options comprise network locations provided by or affiliated with a host entity that delivered the first electronic document and the electronic advertisement.
6. (Previously Presented) The computer-implemented method of claim 1, further comprising:
 - storing a price parameter value in association with the electronic advertisement; and
 - wherein the electronic advertisement comprises a target reference to an advertiser network location.
7. (Previously Presented) The computer-implemented method of claim 6, further comprising:
 - receiving a third user selection of the target reference, wherein performance is determined to have occurred upon receipt of the selection of the target reference.
8. (Previously Presented) The computer-implemented method of claim 6, further comprising:

receiving an indication of user activity associated with the expanded display format, wherein performance is determined to have occurred upon receipt of the indication of the user activity.

9. (Previously Presented) The computer-implemented method of claim 8, wherein the user activity comprises a predetermined period of time viewing the expanded display format.

10. (Previously Presented) The computer-implemented method of claim 8, wherein the user activity comprises the user request to view the expanded display format.

11. (Previously Presented) The computer-implemented method of claim 8, wherein the user activity comprises a predetermined number of user selections of the one or more menu options available in the expanded display format.

12. (Previously Presented) The computer-implemented method of claim 1 further comprising:

associating a reference to the electronic advertisement for use by the user in retrieving the electronic advertisement.

13. (Currently Amended) The computer-implemented method of claim 12, wherein[[.]] the user may bookmark the electronic advertisement using the reference.

14. (Currently Amended) The computer-implemented method of claim 1, wherein[[.]] the second electronic document comprises a document provided by the advertiser.

15. (Currently Amended) The computer-implemented method of claim 14, wherein[[.]] the document provided by the advertiser comprises a web page from the advertiser's web site.

16. (Previously Presented) The computer-implemented method of claim 1, wherein the second electronic document comprises an electronic document that includes functionality to permit the user to purchase one or more items.

17. (Previously Presented) The computer-implemented method of claim 16, further comprising:
receiving feedback information related to a user's purchase of one or more items.

18. (Currently Amended) An apparatus for delivering advertising comprising:
an electronic advertisement output means for delivering at a first time a first electronic document including an a first and second instance of an electronic advertisement, the first instance being in a compact display format and including an associated expansion icon, the second instance being an expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option, wherein the electronic advertisement ~~can be~~ initially displayed to the user in the compact display format and is transitioned from the compact display format into ~~an the~~ expanded display format upon a first user selection of ~~an the~~ expansion icon associated with the first instance of the electronic advertisement, ~~the expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option;~~

selection receiving means for receiving a second user selection of one of the one or more menu options after the electronic advertisement has been transitioned from the compact display format to into the expanded display format; and

delivery means for delivering at a second later time a second electronic document including content from the referenced network location associated with the menu option selected and including the electronic advertisement, wherein the electronic advertisement displayed with the second electronic document to the user is initially displayed in the expanded display format.

19. (Currently Amended) The apparatus of claim 18, wherein one of the menu options includes a home menu option and wherein the selection receiving means receives a selection of

the home menu option; and wherein the delivery means delivers the first electronic document including the electronic advertisement and enabling display to the user of the first electronic document in the ~~compact~~-expanded display format.

20. (Previously Presented) The apparatus of claim 18, wherein the electronic advertisement comprises a morphing electronic advertisement that includes instructions for interpreting user actions to enable an end user system to display the compact display format and the expanded display format.
21. (Previously Presented) The apparatus of claim 18, wherein the first and second electronic document comprise web pages.
22. (Previously Presented) The apparatus of claim 18, wherein the network locations specified in reference to the one or more menu options comprise network locations provided by or affiliated with a host entity that delivered the first electronic document and the electronic advertisement.
23. (Previously Presented) The apparatus of claim 18 further comprising:
storage means for storing a price parameter value in association with the electronic advertisement; and
wherein the electronic advertisement comprises a target reference to an advertiser network location.
24. (Previously Presented) The apparatus of claim 23, wherein the selection receiving means receives a third user selection of the target reference, wherein performance is determined to have occurred upon receipt of the selection of the target reference.
25. (Previously Presented) The apparatus of claim 23, wherein the selection receiving means receives an indication of user activity associated with the expanded display format, wherein performance is determined to have occurred upon receipt of the indication of the user activity.

26. (Previously Presented) The apparatus of claim 25, wherein the user activity comprises a predetermined period of time viewing the expanded display format.
27. (Previously Presented) The apparatus of claim 25, wherein the user activity comprises the user request to view the expanded display format.
28. (Previously Presented) The apparatus of claim 25, wherein the user activity comprises a predetermined number of user selections of the one or more menu options available in the expanded display format.
29. (Previously Presented) The apparatus of claim 18, further comprising storage means that stores a reference to the electronic advertisement for use by the user in retrieving the electronic advertisement.
30. (Previously Presented) The apparatus of claim 29, wherein the user may bookmark the electronic advertisement using the reference.
31. (Previously Presented) The apparatus of claim 18, wherein the second electronic document comprises a document provided by the advertiser.
32. (Previously Presented) The apparatus of claim 31, wherein the document provided by the advertiser comprises a web page from the advertiser's web site.
33. (Previously Presented) The apparatus of claim 18, wherein the second electronic document comprises an electronic document that includes functionality to permit the user to purchase one or more items.
34. (Previously Presented) The apparatus of claim 33, further comprising feedback means for receiving feedback information related to a user's purchase of one or more items.

35. (Currently Amended) An apparatus for delivering advertising comprising:
an electronic advertisement output system for a server performing operations comprising
delivering at a first time a first electronic document including a first and second instance
of an electronic advertisement, the first instance being in a compact display format and including
an associated expansion icon, the second instance being an expanded display format comprising
one or more menu options and a reference to a network location for retrieving specified content
associated with each menu option, wherein the electronic advertisement ~~can be~~ initially
displayed to a user in the compact display format and is transitioned from the compact display
format into ~~an the~~ expanded display format upon a first user selection of ~~an the~~ expansion icon
associated with the first instance of the electronic advertisement; ~~the expanded display format~~
~~comprising one or more menu options and a reference to a network location for retrieving~~
~~specified content associated with each menu option;~~

~~a selection receiving module that receives~~ receiving a second user selection of one of the
one or more menu options after the electronic advertisement has been transitioned from the
compact display format ~~to into~~ the expanded display format;

~~a delivery module that delivers~~ delivering at a second later time a second electronic
document including content from the referenced network location associated with the menu
option selected and including the electronic advertisement, wherein the electronic advertisement
displayed with the second electronic document to the user is initially displayed in the expanded
display format.

36. (Currently Amended) The apparatus of claim 35, wherein one of the menu options
includes a home menu option and ~~wherein the selection receiving means receives further~~
comprising:

the server performing operations comprising receiving a selection of the home menu
option; and

~~wherein the delivery module delivers~~ delivering the first electronic document including
the electronic advertisement and enabling display to the user of the first electronic document in
the compact-expanded display format.

37. (Previously Presented) The apparatus of claim 35, wherein the electronic advertisement comprises a morphing electronic advertisement that includes instructions for interpreting user actions to enable an end user system to display the compact display format and the expanded display format.
38. (Previously Presented) The apparatus of claim 35, wherein the first and second electronic document comprise web pages.
39. (Previously Presented) The apparatus of claim 35, wherein the network locations specified in reference to the one or more menu options comprise network locations provided by or affiliated with a host entity that delivered the first electronic document and the electronic advertisement.
40. (Previously Presented) The apparatus of claim 35, further comprising:
a database system for storing a price parameter value in association with the electronic advertisement; and
wherein the electronic advertisement comprises a target reference to an advertiser network location.
41. (Previously Presented) The apparatus of claim 35, wherein the selection receiving module receives a third user selection of the target reference, wherein performance is determined to have occurred upon receipt of the selection of the target reference.
42. (Previously Presented) The apparatus of claim 35, wherein the selection receiving module receives an indication of user activity associated with the expanded display format, wherein performance is determined to have occurred upon receipt of the indication of the user activity.
43. (Previously Presented) The apparatus of claim 42, wherein the user activity comprises a predetermined period of time viewing the expanded display format.

44. (Previously Presented) The apparatus of claim 42, wherein the user activity comprises the user request to view the expanded display format.
45. (Previously Presented) The apparatus of claim 42, wherein the user activity comprises a predetermined number of user selections of the one or more menu options available in the expanded display format.
46. (Previously Presented) The apparatus of claim 35, further comprising a storage system that stores a reference to the electronic advertisement for use by the user in retrieving the electronic advertisement.
47. (Previously Presented) The apparatus of claim 45, wherein the user may bookmark the electronic advertisement using the reference.
48. (Previously Presented) The apparatus of claim 35, wherein the second electronic document comprises a document provided by the advertiser.
49. (Previously Presented) The apparatus of claim 47, wherein the document provided by the advertiser comprises a web page from the advertiser's web site.
50. (Previously Presented) The apparatus of claim 35, wherein the second electronic document comprises an electronic document that includes functionality to permit the user to purchase one or more items.
51. (Previously Presented) The apparatus of claim 49, further comprising a feedback module that receives feedback information related to a user's purchase of one or more items.
52. (New) A method, comprising:
delivering a first electronic document including content and a first instance of an

electronic advertisement, the first instance of the electronic advertisement including an associated expansion icon and being delivered in a compact display format;

receiving a first user selection for the expansion icon associated with first instance of the electronic advertisement;

delivering a second electronic document replacing the first electronic document, the second electronic document including the content and a second instance of the electronic advertisement in an expanded display format, the expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option;

receiving a second user selection of one of the one or more menu options; and

delivering a third electronic document replacing the second electronic document, the third electronic document including content from the referenced network location associated with the menu option selected and including the second instance of the electronic advertisement in the expanded display format.